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Contract

## **Digital Loyalty and Subscription Model Application**

Transport for Wales Rail Limited (Utility Buyer)

F06: Contract award notice – utilities

Notice identifier: 2025/S 000-059801

Procurement identifier (OCID): ocds-h6vhtk-05a258

Published 25 September 2025, 3:34pm

### **Section I: Contracting entity**

#### **I.1) Name and addresses**

Transport for Wales Rail Limited (Utility Buyer)

3 Llys Cadwyn, Pontypridd

Rhondda Cynon Taf

CF37 4TH

#### **Email**

[Procurement.Help@tfwrail.wales](mailto:Procurement.Help@tfwrail.wales)

#### **Telephone**

+44 2920720500

#### **Country**

United Kingdom

#### **NUTS code**

UKL - Wales

**Internet address(es)**

Main address

<http://www.tfwrail.wales>

Buyer's address

[https://www.sell2wales.gov.wales/search/Search\\_AuthProfile.aspx?ID=AA80566](https://www.sell2wales.gov.wales/search/Search_AuthProfile.aspx?ID=AA80566)

**I.6) Main activity**

Railway services

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**Section II: Object**

**II.1) Scope of the procurement**

**II.1.1) Title**

Digital Loyalty and Subscription Model Application

Reference number

TfW0863.00

**II.1.2) Main CPV code**

- 48000000 - Software package and information systems

**II.1.3) Type of contract**

Supplies

**II.1.4) Short description**

Development of a bespoke software application to allow TfW customers to purchase subscription pricing tiers, entitling them to discounted fares, plus development of a Digital Loyalty Scheme allowing customers to accrue loyalty points for travelling with TfW, these points will be stored as credit within the app allowing a points redemption purchase of a subscription tier of fare.

### **II.1.6) Information about lots**

This contract is divided into lots: No

## **II.2) Description**

### **II.2.2) Additional CPV code(s)**

- 48000000 - Software package and information systems

### **II.2.3) Place of performance**

NUTS codes

- UKL - Wales

Main site or place of performance

Various websites linking to train services across Wales.

### **II.2.4) Description of the procurement**

Opportunities to pitch innovative solutions for specific challenges within the TfW business was advertised as part of the TfW Innovation Lab Acceleration Programme.

The opportunity was also promoted on professional media platforms e.g. LinkedIn and via the Welsh Government Innovation Team. Pitches were received from several organisations and assessed in line with criteria published to bidders.

### **II.2.11) Information about options**

Options: No

### **II.2.13) Information about European Union Funds**

The procurement is related to a project and/or programme financed by European Union funds: No

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## **Section IV. Procedure**

### **IV.1) Description**

#### **IV.1.1) Type of procedure**

Award of a contract without prior publication of a call for competition in the cases listed below

- The works, supplies or services can be provided only by a particular economic operator for the following reason:
  - protection of exclusive rights, including intellectual property rights

Explanation:

In accordance with Article 50 (1) could only be provided by the awarded supplier due to the absence of competition for technical reasons (ii) i.e. the TfW specific requirements and rail industry specific parameters within which the interim was required to deliver and the protection of exclusive rights, including intellectual property rights of the supplier established during the initial pilot stage.

#### **IV.1.8) Information about the Government Procurement Agreement (GPA)**

The procurement is covered by the Government Procurement Agreement: Yes

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## **Section V. Award of contract**

A contract/lot is awarded: Yes

### **V.2) Award of contract**

#### **V.2.1) Date of conclusion of the contract**

26 February 2025

#### **V.2.2) Information about tenders**

Number of tenders received: 1

Number of tenders received from SMEs: 1

Number of tenders received from tenderers from other EU Member States: 1

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 1

The contract has been awarded to a group of economic operators: No

**V.2.3) Name and address of the contractor**

BLOCKRANK LIMITED

14 Museum Place, 4th Floor

Cardiff

CF103BH

Country

United Kingdom

NUTS code

- UKL - Wales

The contractor is an SME

Yes

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## **Section VI. Complementary information**

### **VI.3) Additional information**

Supplier was identified through a competitive process advertised and undertaken via the TfW Innovation Lab.

This is an interim solution whilst TfW works through and transitions to its future retail strategy.

Future tendering opportunities will be advertised on the Sell2Wales advertising portal.

(WA Ref:155017)

### **VI.4) Procedures for review**

#### **VI.4.1) Review body**

High Court

Royal Courts of Justice, The Strand

London

WC2A 2LL

Telephone

+44 2079477501

Country

United Kingdom